IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1.   (Currently Amended) A content-exhibition control apparatus for exhibiting content in another apparatus, comprising:

generating means for generating degree-of-exposure control data used to control the degree of exposure of the content;

scheduling means for scheduling the exhibition of the content;

exhibition control means for controlling the exhibition of the content recorded in the another apparatus, according to the degree-of-exposure control data generated by the generating means and the scheduling means;

obtaining means for obtaining the state data of the content sent from the another apparatus,

wherein the state data includes information on viewed content and not viewed content,

wherein the generating means generates the degree-of exposure control data according to the state data of the content, obtained by the obtaining means;

storing means for storing user information which includes user preferences with the state data of the content collected from a hard-disk recorder in a customer database; and

feedback means for feeding back said degree of exposure of the content,

wherein an audience rating and an advertisement effect are calculated as a function of the feedback data; and ~~, and~~

rescheduling not viewed content, ~~wherein content continues to be repeatedly scheduled until it is viewed, and~~

wherein ~~only the~~ a number of times reproduction is to be performed is specified in a degree of exposure designation and the degree of exposure designation is updated when rescheduling is performed.

2.   (Original) A content-exhibition control apparatus according to claim 1, wherein the degree-of-exposure control data includes a content ID, an exposure type, and an exposure value; and

the state data of the content includes a viewing condition and a degree-of-exposure condition.

3.   (Currently Amended) A content-exhibition control method for a content-exhibition control apparatus for exhibiting content in another apparatus, comprising:

a generating step of generating degree-of-exposure control data used to control the degree of exposure of the content;

a scheduling step for scheduling the exhibition of the content;

an exhibition control step of controlling the exhibition of the content recorded in the another apparatus, according to the degree-of-exposure control data generated in the generating step and the scheduling step;

an obtaining step of obtaining the state data of the content sent from the another

apparatus,

wherein the state data includes information on viewed content and not viewed

content,

wherein the degree-of-exposure control data is generated in the generating step

according to the state data of the content, obtained in the obtaining step;

a storing step for storing user information which includes user preferences with

the state data of the content collected from a hard-disk recorder in a customer database; and

a feedback step for feeding back said degree of exposure of the content,

wherein an audience rating and an advertisement effect are calculated as a

function of the feedback data; and ~~, and~~

rescheduling not viewed content, ~~wherein content continues to be repeatedly~~

~~scheduled until it is viewed, and~~

wherein ~~only the~~ a number of times reproduction is to be performed is specified in

a degree of exposure designation and the degree of exposure designation is updated when

rescheduling is performed.